



Tobacco Tid-bits

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Southwest Washington Health District

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Teens Teaching Teens

A new peer education curriculum developed at the University of Washington will use teens to teach other teens about how powerful the media is in promoting tobacco use. Vancouver is one of four cities selected to participate throughout the state. In June, 12 local teens were part of a focus group used to help evaluate and shape the curriculum. Kristine Perry with the YMCA was selected as an adult trainer. Perry will partner with a student to teach media literacy training in the community. If your group would like to learn more about how media plays a role in getting hooked on tobacco contact James Kisse, SW Washington Health District Youth Health Promotion Coordinator: 360.397.8214.

Truth in Movie Parodies

You may have heard of the block buster movies *THE MUMMY RETURNS*, *TOMB RAIDER* and *PEARL HARBOR*, but what about *THE MUMMY NEVER RETURNS* (from a death caused by smoking), *LUNG RAIDER* (It'll rob you of your life) and *PHLEGM HARBOR* (Where good men struggle to breathe)? Clark County teens are seeing these tobacco prevention messages at some local theaters between June 28 - Aug 24 this summer. They are takeoffs on the names of new summer movie releases. They appear near the theater's candy counter and on slide shows on the movie screen before the movie begins. All the messages contain the campaign slogan "It's the Truth. It's an Outrage" and the new state youth tobacco prevention Website www.OutrageAvenue.com. You can also find the ads on the Health District's Website: www.swwhd.wa.gov or you can get copies of the ad for your youth tobacco presentations by contacting James Lanz at the Health District 360.397.8416.



Healthy Gorge Dining

What do The Pancake House in the Dalles, Big River Grill in Stevenson and Crazy Pepper in Hood River all have in common? They are all smoke-free and listed in the same smoke-free dining guide. The first Oregon & Washington bi-state smoke-free dining guide has been published and is now available. The MID-COLUMBIA GUIDE TO SMOKE FREE DINING is a collaboration between the tobacco free coalitions of Hood River, Wasco-Sherman, Klickitat and Skamania counties. It lists 122 smoke-free restaurants in four Washington and Oregon counties in the Columbia River Gorge.



"We have so many visitors to the gorge who travel between the Washington and Oregon border it just made sense to include all four counties," said Stacey Doss, *Klickitat County Health Department*. The guide is printed in English and Spanish and lists restaurants that are 100 percent smoke free in the dining areas. Some restaurants listed allow smoking in a separate bar. Copies of the guide are available from Stacey Doss, *Klickitat County Health Department* 509.493.6234 and Pam Walker, SW Washington Health District, 360.397.8215 x3025.

Bridge Builder Award

Each year SW Washington Medical Center recognizes individuals and teams who excel in one of six categories. The Tobacco Cessation Task Force was selected this year for the BRIDGE BUILDER award. This award is presented for developing partnerships or breaking down barriers. The Tobacco Cessation Task Force was selected for creating a community model, coordinating and presenting smoking prevention programs in schools and partnering with The Holland, Inc. to add the Medical Centers cessation program to their

benefits package. The task force has also provided tobacco free training and models for several area businesses and medical facilities. Task force members Gail Helland, Mary Paeth and Patti Morgan are also very active with the Tobacco Free Coalition of Clark County.

Smoke Free Autos

Snohomish county is asking the public to keep their cars smoke-free. The campaign is an effort to reduce youth exposure to secondhand smoke. Packets are being mailed to drivers who request them. They include pledge cards, decals with the campaign theme "Auto Be Smoke Free," information on the dangers of secondhand smoke, and even plastic plugs with a nonsmoking insignia that can be installed in cigarette lighter slots. Drivers returning pledge sheets are entered into a drawing for prizes including car seats and auto detailing certificates. The



county is using money from the master settlement agreement with tobacco companies to fund the \$5,000 campaign. For more information

contact Joanne Tillman at the Snohomish County Health District, 425.339.8632. AP

Smoke Free Car Decals

If passengers are already breathing easy in your vehicle, advertise it with smoke free auto decals. The American Cancer Society has created a decal that clings to the glass window of your car and reads, "Breathe Easy....this vehicle is smoke free." If you would like a decal for your car, or for an organizational fleet of cars just contact Pam Walker at the Health District: pwalker@swwhd.wa.gov.

Quit Line
877-270-STOP
877-2 NO FUME

Summer Cessation Classes

Youth who want to kick the tobacco habit can take advantage of summer tobacco cessation classes. The classes are happening at the YMCA in Vancouver July 11 - August 29 from 2-4 PM. The cost is \$3 for supplies but the fee may be waived if needed. For questions or to register contact Pam Johnston, Educational Service District 112 360.750.7500 x133 or Kristine Perry, YMCA Wellness Center 360.258.3844.

Smoke Free Bowling

Here is a chance for the entire family to bowl in a healthy environment and show support for smoke-free businesses. Timber Lanes in Vancouver is experimenting with "Smoke-Free Tuesdays" this summer. No smoking will be allowed in the facility (except for the lounge) every Tuesday. When we asked if the policy would continue in the fall, management said that decision depends entirely on how well they do financially this summer on "Smoke Free Tuesdays." Spread the word to your church youth groups, clubs, families etc...and show your support for healthy smoking environments by knocking down pins at Timber Lanes on Tuesdays this summer. Timber Lanes is located at 2306 NE Andresen Lane in Vancouver.

Smoking and Hearing Loss

Smokers and people who live with a smoker are more likely to develop hearing loss than nonsmokers, according to a five-year study. The study, involved about 4,000 subjects. Smoking has long been suspected as a contributor to hearing loss because of possible effects on antioxidative mechanisms and on the vascular supply to the inner ear. *Cigarettes smoking and hearing loss, JAMA.*



Bad News for Women

New studies indicate that death rates from many forms of cancer are falling for men— however women experienced increases driven by lung and breast cancer from 1992 to 1998. Lung cancer is blamed primarily on smoking. Breast cancer increases may be attributed to better screening. *Journal of the National Cancer Institute.*

***Tobacco use kills more than
400,000 Americans every year.
More deaths than from AIDS,
alcohol, car accidents, murders,
suicides, drugs & fires combined.***

American Legacy Foundation

Big Tobacco Pays Big

In June tobacco companies were hit hard with two major lawsuits on opposites sides of the nation. A Brooklyn, New York jury found tobacco companies liable for deceptive business practices, ordering them to pay \$29.5 million to help cover the costs of ailing New York smokers. And a Los Angeles, California jury ordered Philip Morris to pay \$3 billion dollars to a life long smoker— saying that they are responsible for the smoker's incurable lung cancer. *AP*

Tobacco in G-rated Films

A new study shows that alcohol and tobacco use is common in movies made for children. Researchers looked at 81 animated films from 1937 to 2000 and found that almost half of the films show characters using or abusing alcohol or tobacco. *June, Journal of Pediatrics.*

Contact Hollywood Exec's

If you are disturbed by all the smoking you see in popular movies, contact the Hollywood bosses. Tell them to quit sending the wrong message to kids. The *Campaign for Tobacco Free Kids* is targeting four media executives. For more information on how you can help visit: www.tftakeaction.policy.net.

June/July Calendar of Events

- June 27-28** Outrage 98119 Youth Tobacco Prevention Summit, Seattle Pacific University. Details: OutrageAvenue.com
- July 28** CMAA meeting – 3:30 PM Skamania Courthouse Annex. Contact: Susie Strom (509) 427-9400 x297
- July 06** NW Media Literacy Center meeting. The Jeffrey Building, 1020 SW Taylor, #265, Downtown Portland, 8:30 am–11:30 AM. Contact: Erik Vidstrand (503) 988-3663, 1 x 28805
- July 10** Tobacco Free Coalition of Clark County meeting. SWWHD, 2:30–4 PM Contact: James Lanz, 397-8416
- July 14** "Saturday in the Park," Vancouver's Gay Pride Celebration in Esther Short Park, 12–8 PM. Featuring a cessation booth with materials tailored for gays, lesbians bi and transsexuals. Contact: Theresa Cross 397-8215 x3178
- July 17** Cessation Task Force meeting. Southwest Washington Medical Center Memorial Campus, 100 E 33rd Ave, Vancouver, Fir/Willow room, 2:30–4 PM. Contact Pam Johnston 750-7500 x133
- July 19** Tobacco Ed. presentation, Skamania County Juvenile Justice Dept. Contact Pam Johnston 750-7500 x 133.
- July 21-22** American Cancer Society 24 hour RELAY FOR LIFE, 10 AM–10 AM, Columbia River High School. Contact Heather Sileo 1 800 577-6552. Youth Cessation booth, 1–5 PM. Contact Pam Johnston 750-7500 x 133
- July 22-25** ACS Camp Speak Out, Corbett, OR (not open to the public) Contact Heather Sileo 1.800.577.6552
- July 23** Tobacco Ed. presentation, ESD Rainbow Riders Homeless Youth Tutor program. Contact Pam Johnston.
- July 30-31** Tobacco Ed. presentation, Clark County Juvenile Justice Dept. Contact Pam Johnston 750-7500 x 133.

Please let us know if you have a tobacco related event you would like posted here.